



Cleansing Service Standard Review

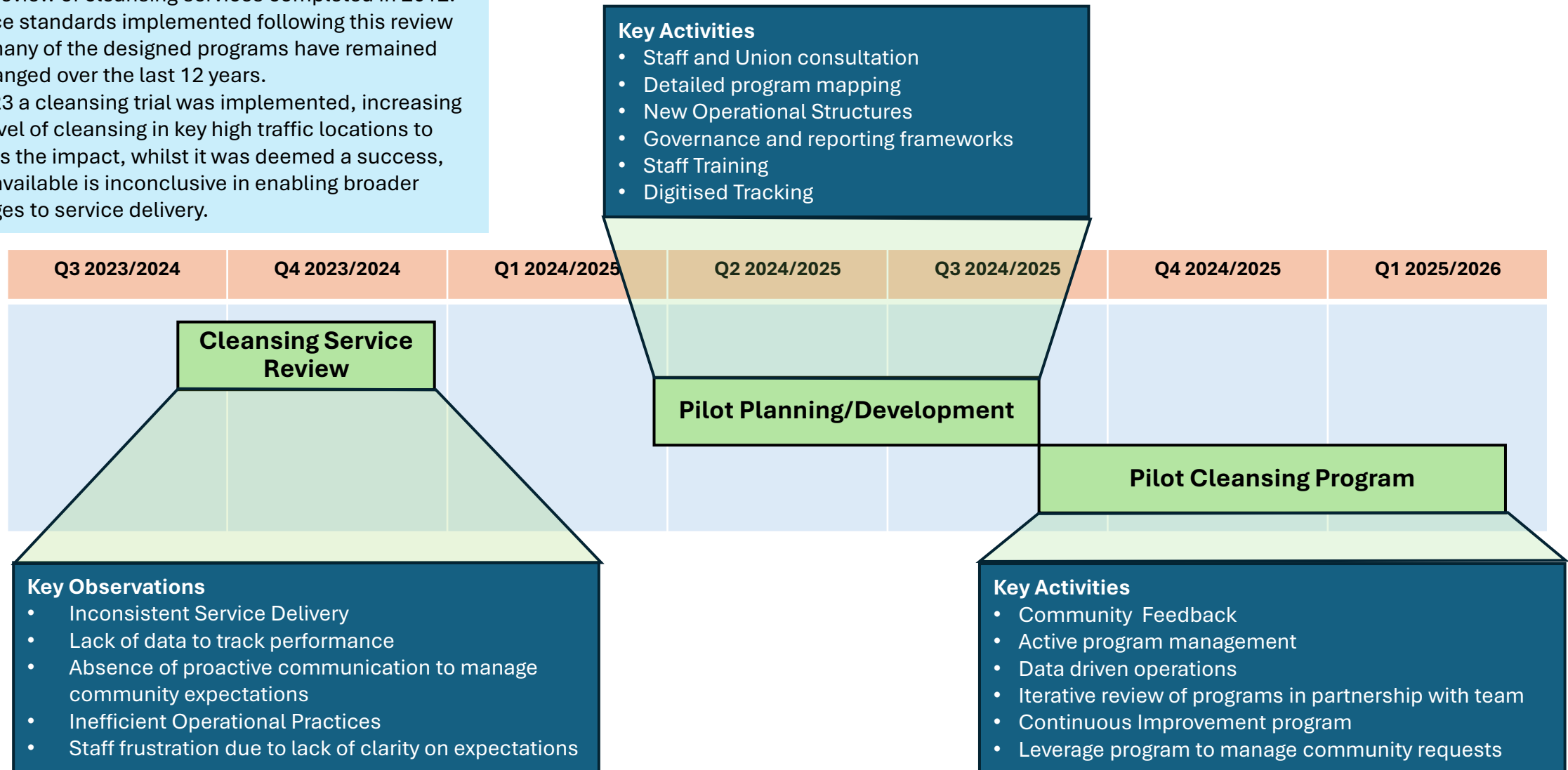
22/09/25



Cleansing Service Timeline

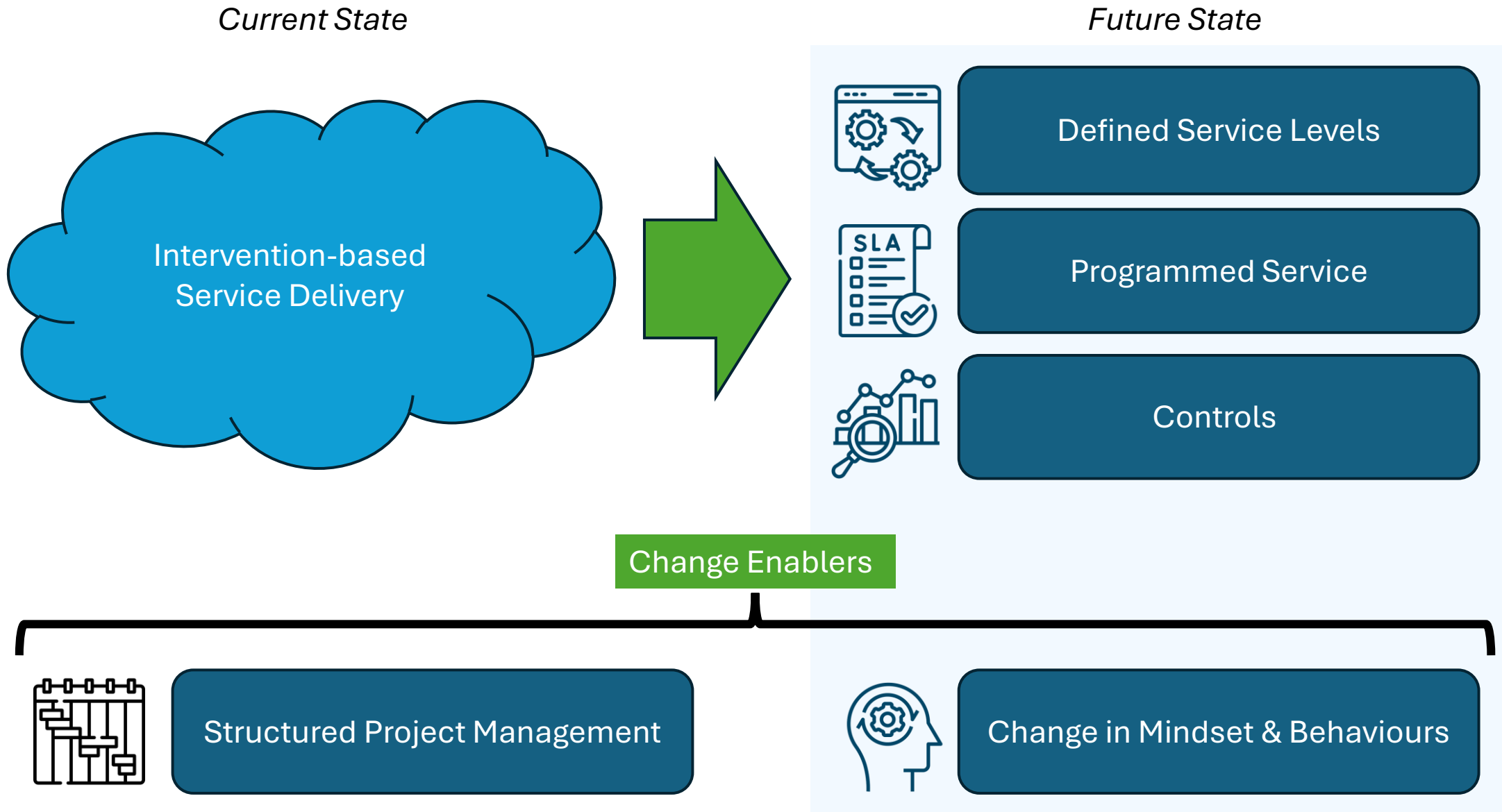
Background

- Prior review of cleansing services completed in 2012. Service standards implemented following this review and many of the designed programs have remained unchanged over the last 12 years.
- In 2023 a cleansing trial was implemented, increasing the level of cleansing in key high traffic locations to assess the impact, whilst it was deemed a success, data available is inconclusive in enabling broader changes to service delivery.

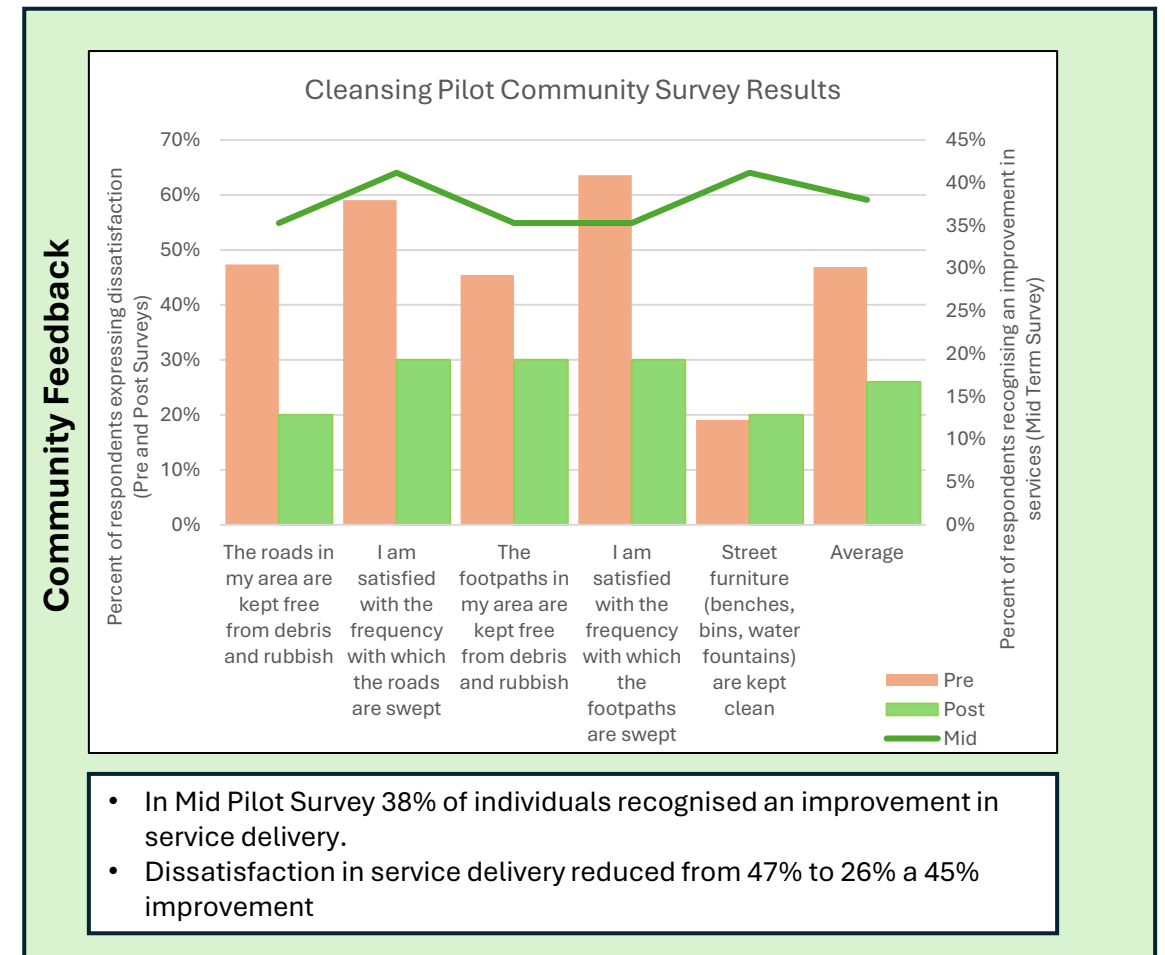
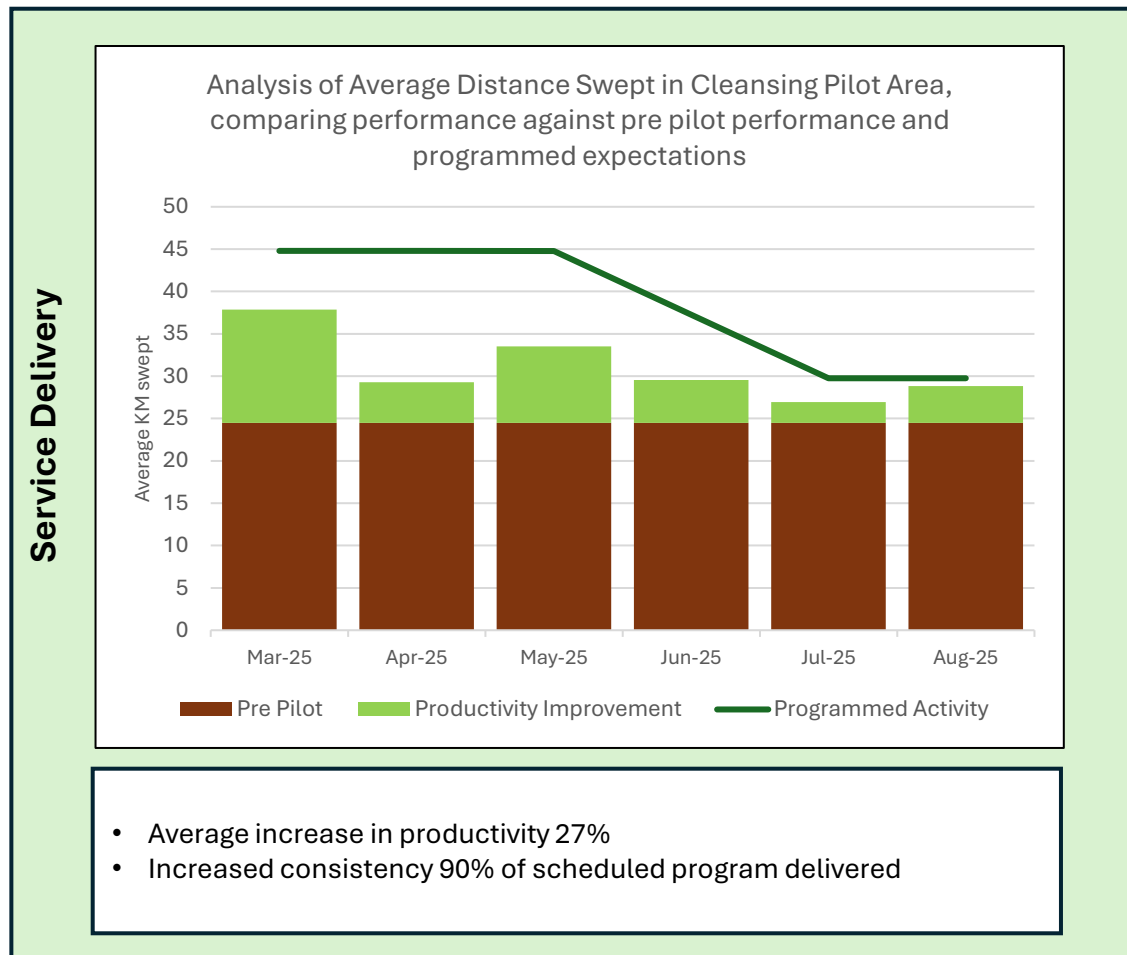
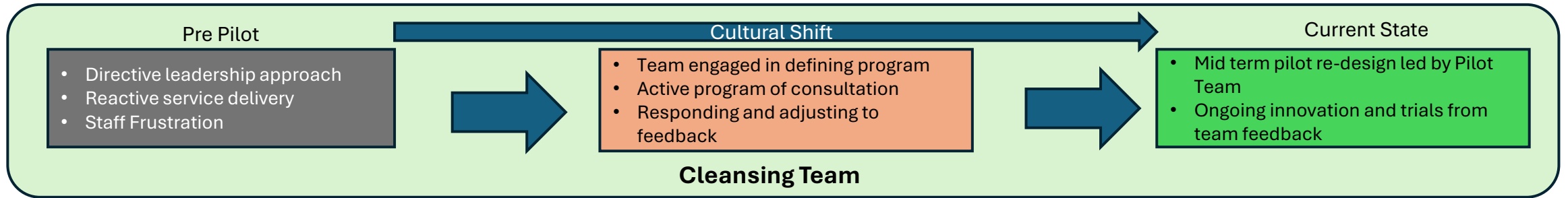


The Pilot tested Four significant outcomes

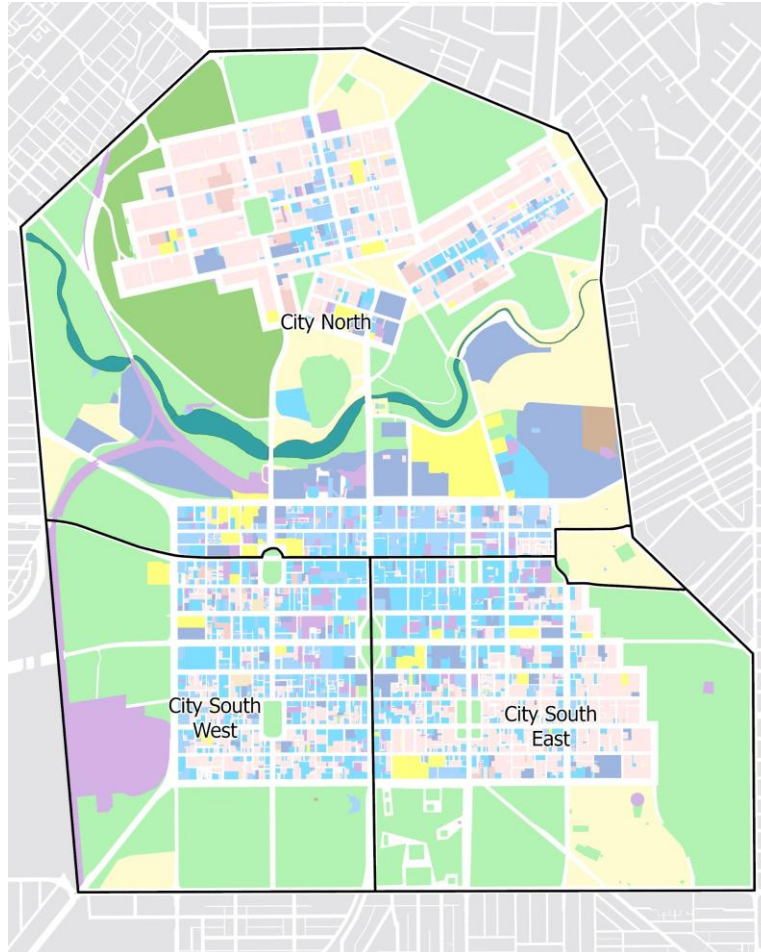
Recommendation 2 - Item 7.2 - Attachment A



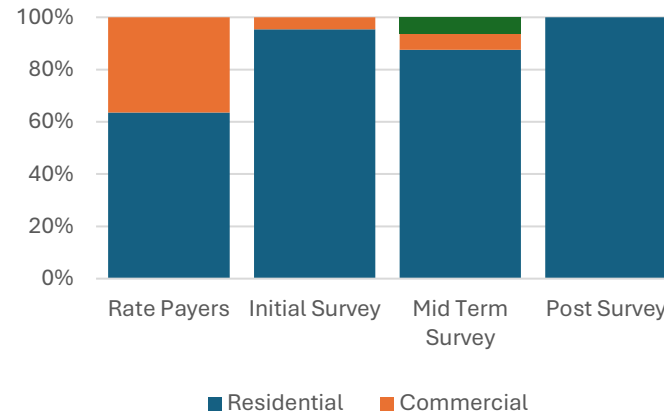
Pilot Outcomes



Cleansing Zone Land Use



Residential/Commercial Community Split within Pilot Area - Demographic and Survey Response



62% of approx. 7300 rate payers within Pilot zone are residential



Surveys were supported through delivery of 7,000 flyers within Pilot Zone



Survey response rates throughout Pilot varied between 0.3% and 0.1%.



Absence of social media campaign for Mid and Post Pilot surveys impacted response rates.

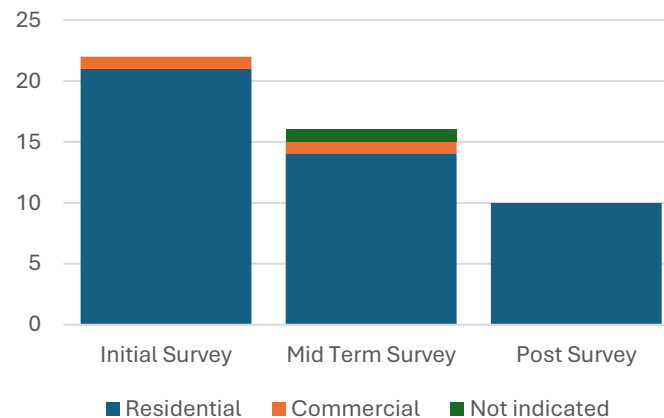


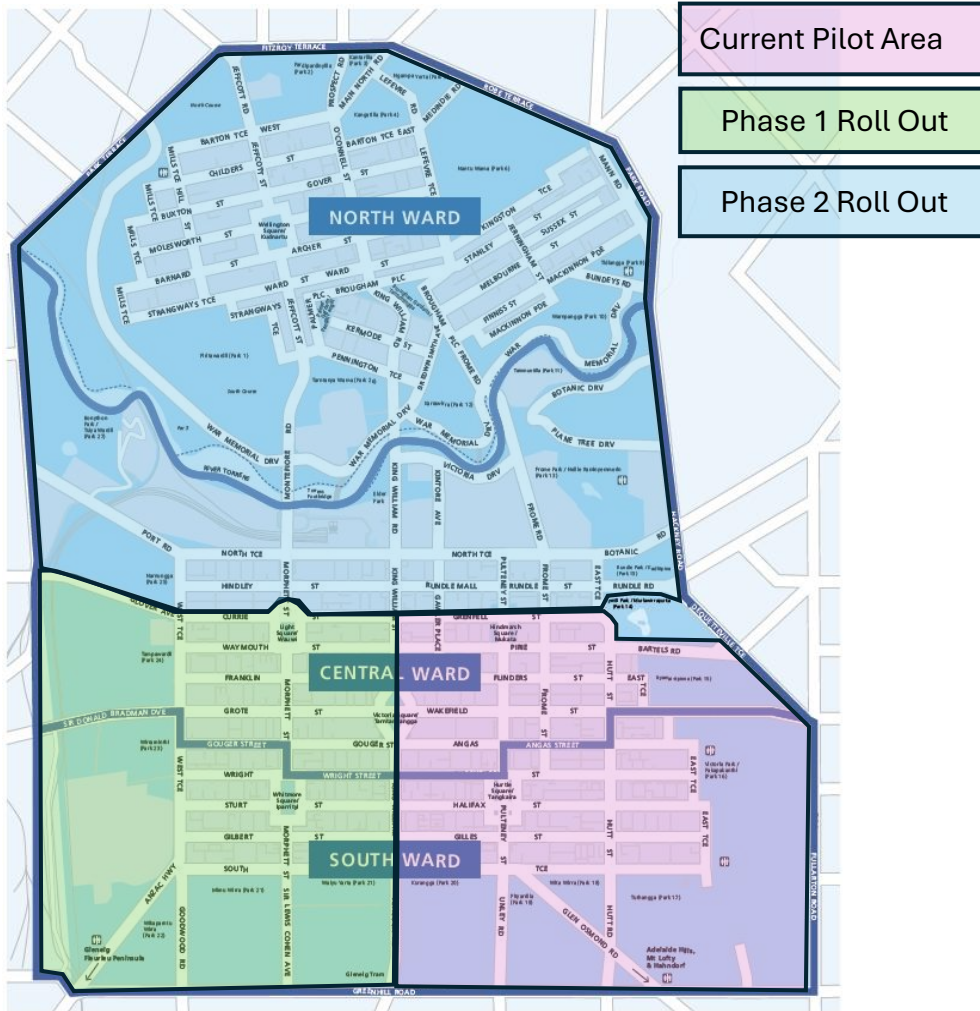
Whilst Commercial response rates are low, responses received all acknowledged an improvement in service delivered.



Survey respondents acknowledging improvements within Pilot, highlighted opportunities across city wide service delivery.

Cleansing Pilot - Community Survey Response Rates





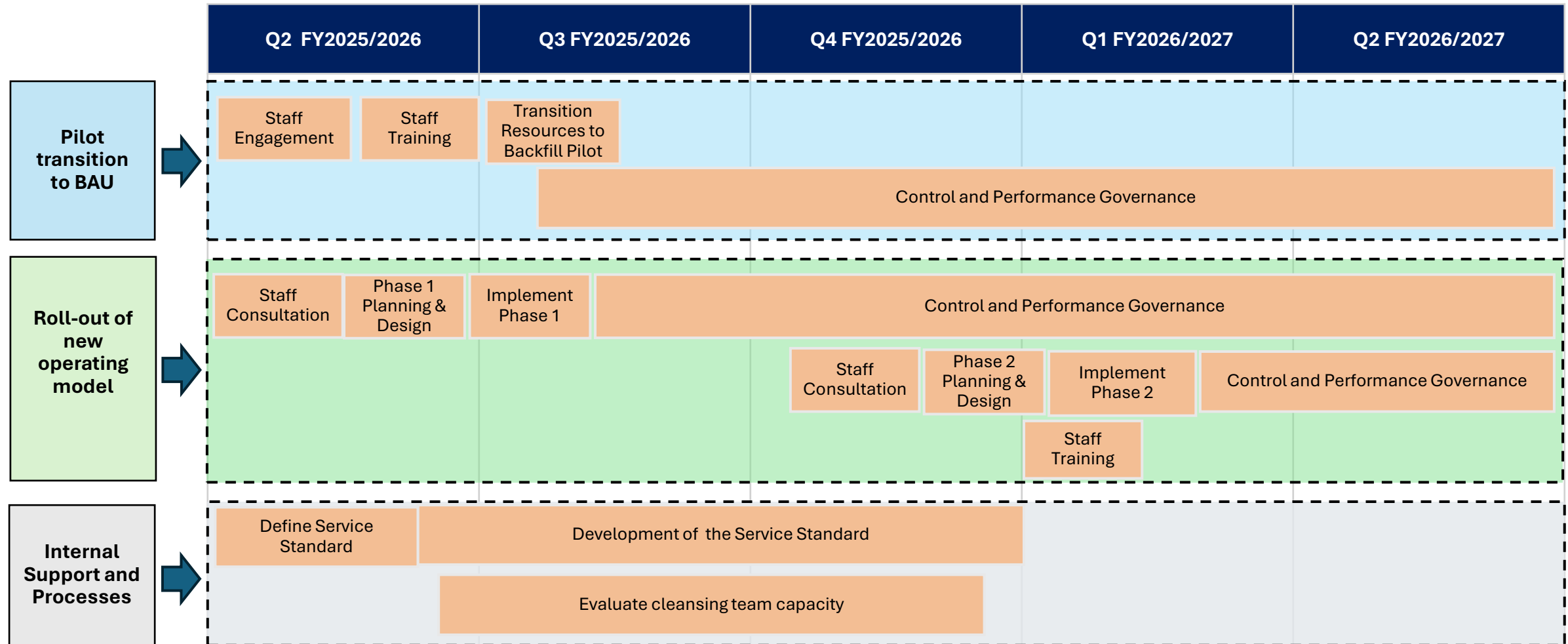
Due to the success of the Pilot, the cleansing program is being rolled out Citywide, over 2 additional phases.

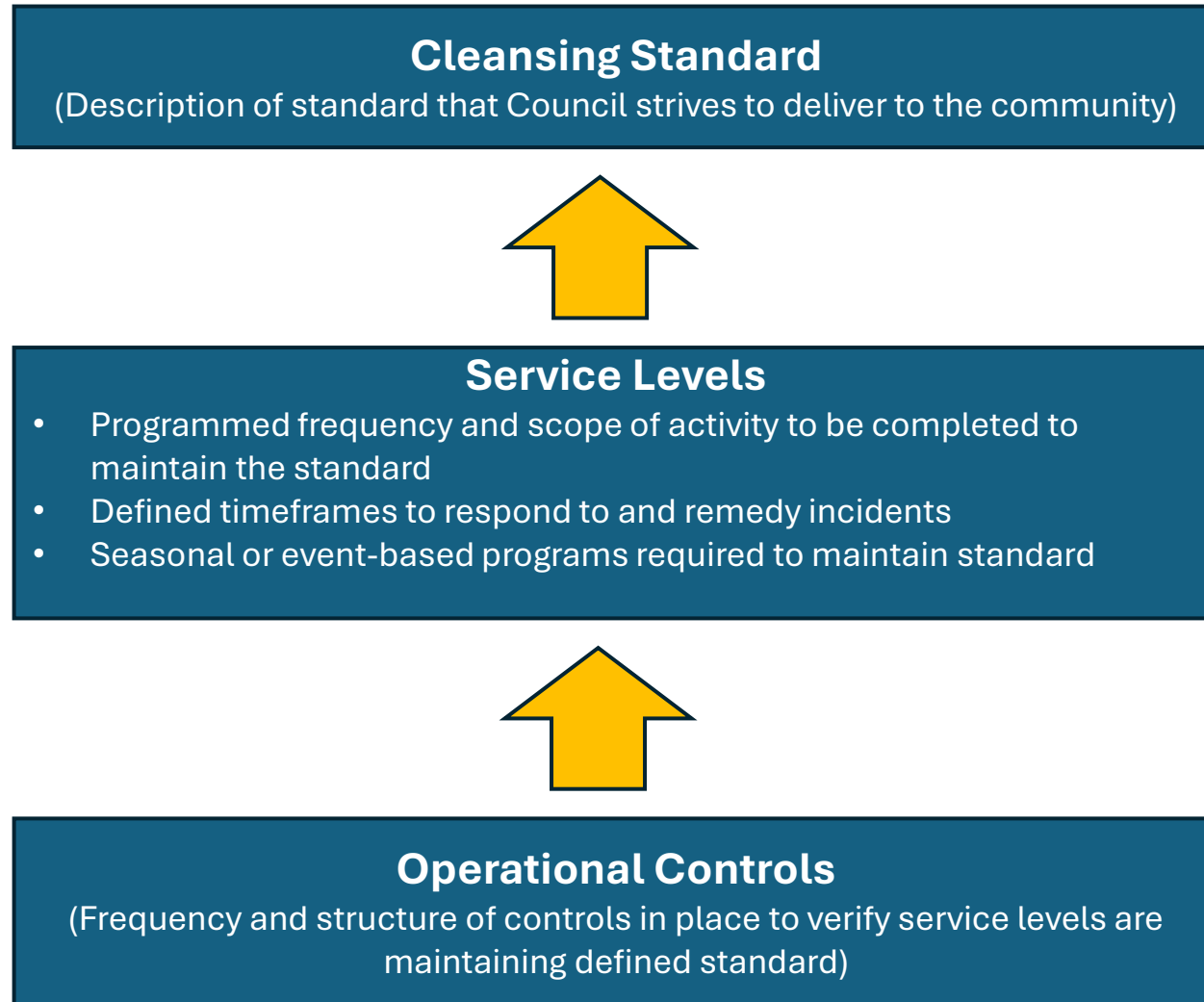
With the roll-out of each phase separated by 6 months, to mitigate risks associated with change and ensure appropriate support levels to manage initial review and refinement of each program

The current Pilot team will be used to support activity in Phase 1, backfilling the existing Pilot Program and transitioning management to BAU operations

Cleansing Service Project Plan

Recommendation 2 - Item 7.2 - Attachment A





New Cleansing Standards being developed to be underpinned by defined service levels and operational controls.